

HOUSE JOINT RESOLUTION 820
By Burchett

A RESOLUTION to honor and commend the owners and employees of radio station WIVK, and Dick Broadcasting, on 45 years of service to Knoxville and Knox County.

WHEREAS, the Tennessee General Assembly is proud to salute radio stations which have done an admirable job of providing entertainment, information and news to their communities; and

WHEREAS, one such exemplary radio station, WIVK, in Knoxville, and Dick Broadcasting are celebrating their 45th anniversaries; and

WHEREAS, WIVK's storied history began in December 1953, when the Federal Communications Commission granted James A. Dick a license to build a daytime-only, 1,000 watt, AM radio station, and thus Dick Broadcasting was born; and

WHEREAS, WIVK-AM debuted on March 20, 1953 with a mixture of country, jazz and gospel music and what became a preferred feature, the Cas Walker Live Country Music Show; and

WHEREAS, some of the many entertainers of note who first appeared on WIVK were Archie Campbell, the Everly Brothers and Dolly Parton; and

WHEREAS, the popular Claude Thomlinson was the first on-air personality to broadcast on the station, in 1953, as part of the esteemed morning team of "Big Jim and Little Alf"; and

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WHEREAS, when Elvis Presley first appeared on the music scene, WIVK experimented briefly with a Top 40 format; and

WHEREAS, in 1964, WIVK returned to its historic roots, switching to an exclusively country format; and

WHEREAS, when the station AM power increased to 50,000 watts and the new 100,000 watt WIVK-FM radio station was started in December 1965, the two stations began a steady and successful climb to become the number one country music stations in the United States; and

WHEREAS, in March 1988, Dick Broadcasting signed an important agreement with REBS of Knoxville, Inc. to purchase 990 WNOX-AM, a purchase that enabled WIVK-AM to donate its 850 frequency to the University of Tennessee and begin operation of a 100,000 watt station 24 hours a day; and

WHEREAS, on September 1, 1988, the WNOX-AM call letters were changed to WIVK-AM 990 and began simulcasting with its sister station, WTVK-FM 107.7, with excellent expanded sports coverage; and

WHEREAS, in June, 1992, WIVK-AM changed to News Talk Radio 990; and

WHEREAS, WTVK-FM continues to flourish as one of the most respected country music stations in the United States; and

WHEREAS, it is proper that we pause in our deliberations to specially honor and commend WIVK and Dick Broadcasting; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE-HUNDREDTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, That we honor and commend the owners and employees of WIVK and Dick Broadcasting on their 45th anniversary and wish them much continued success.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.